

## **PLANNING CONTEXT**

### **URBAN AND ENVIRONMENTAL SETTING**

The Linda Vista community, comprising about 2,400 acres, is located on the southwestern portion of Kearny Mesa, overlooking Mission Bay and Mission Valley (see Figure 2). The planning area is generally bounded on the south by Friars Road, on the west by Interstate 5 (I-5), on the north by Tecolote Canyon and Mesa College Drive, and on the east by State Route 163 (see Figure 3).

Physically, the community is defined by: 1) Mission Valley, a broad urbanizing valley to the south of Linda Vista, rising up to 2) Kearny Mesa, a flat mesa punctuated by promontories near the University of San Diego, and 3) Tecolote Canyon, a large open space system operated by the City as a resource-based park.

There is very little vacant developable land left in Linda Vista. Much (1,274 acres) of the community is developed with residential use. Other significant land uses include light industrial and commercial in the Morena area, a university, and retail uses in central Linda Vista.

#### **Hillsides**

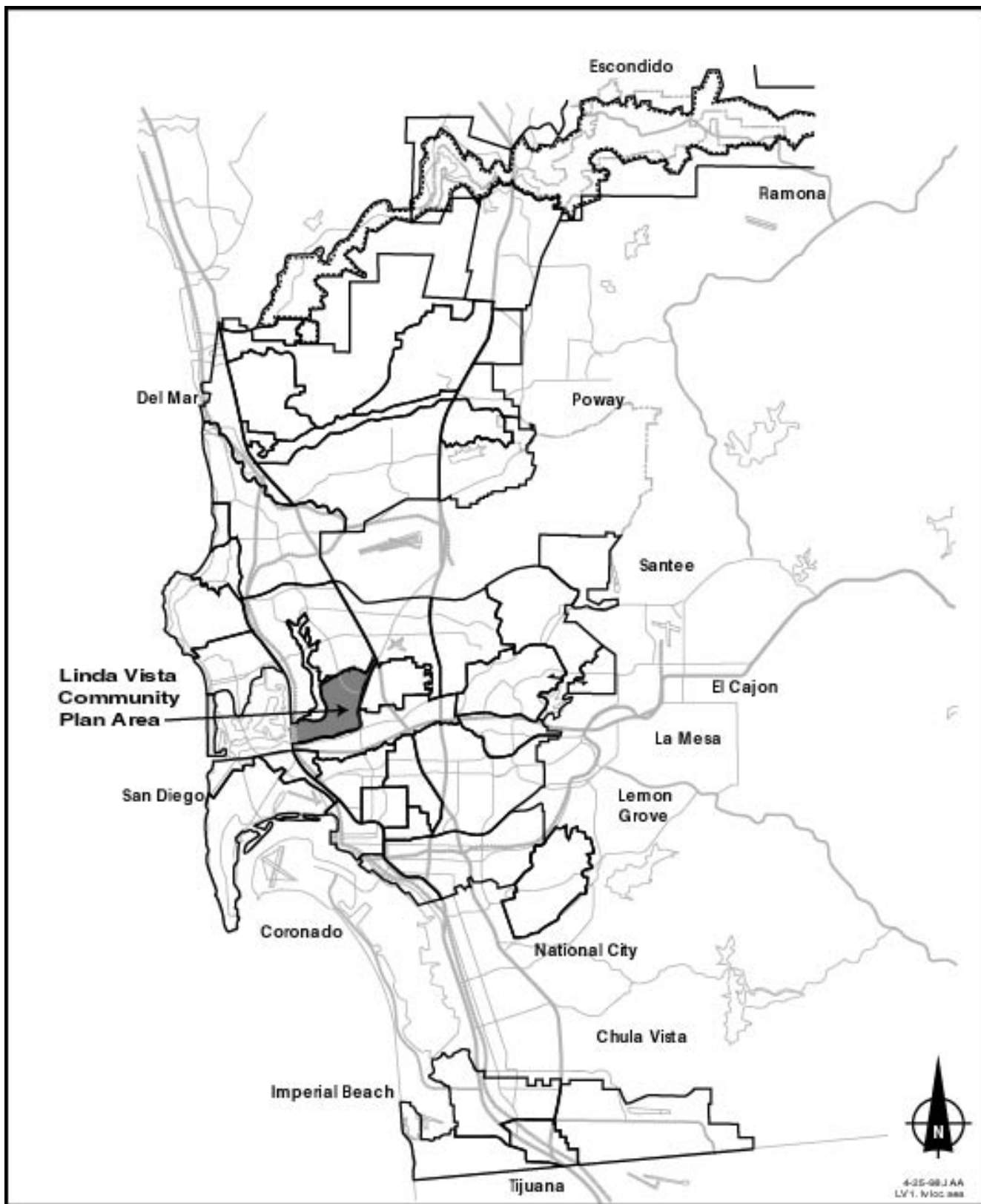
Linda Vista is topographically low along its southern border with Mission Valley, and in the Morena area at the western end of the community. The highest elevation, approximately 380 feet above mean sea level, is near the northern end of the community. Steep hillsides exist along Tecolote Canyon at the community's western edge, along finger canyons extending northward from Mission Valley, and along the edges of the University of San Diego campus.

#### **Geology**

The City of San Diego Seismic Safety Study shows that most of Linda Vista is built on stable geological conditions. The Old Town and Rose Canyon faults run through the Morena area of the community. These are considered potentially active faults that have a relatively high potential for liquefaction. The potential for slope instability occurs along Tecolote Canyon and its finger canyons, north of Friars Road east of Via Las Cumbres, and in the slopes around the University of San Diego.

### **LOCAL COASTAL PROGRAM**

The California Coastal Act of 1976 established a coastal zone boundary and mandated that all jurisdictions within that boundary prepare a Local Coastal Program (LCP). The westernmost thirteen acres of the Linda Vista community are within the coastal zone (see Figure 4). This community plan is part of the City of San Diego's LCP. It contains policies and recommendations to address the coastal issues of physical and visual access to the Pacific Ocean and Mission Bay.

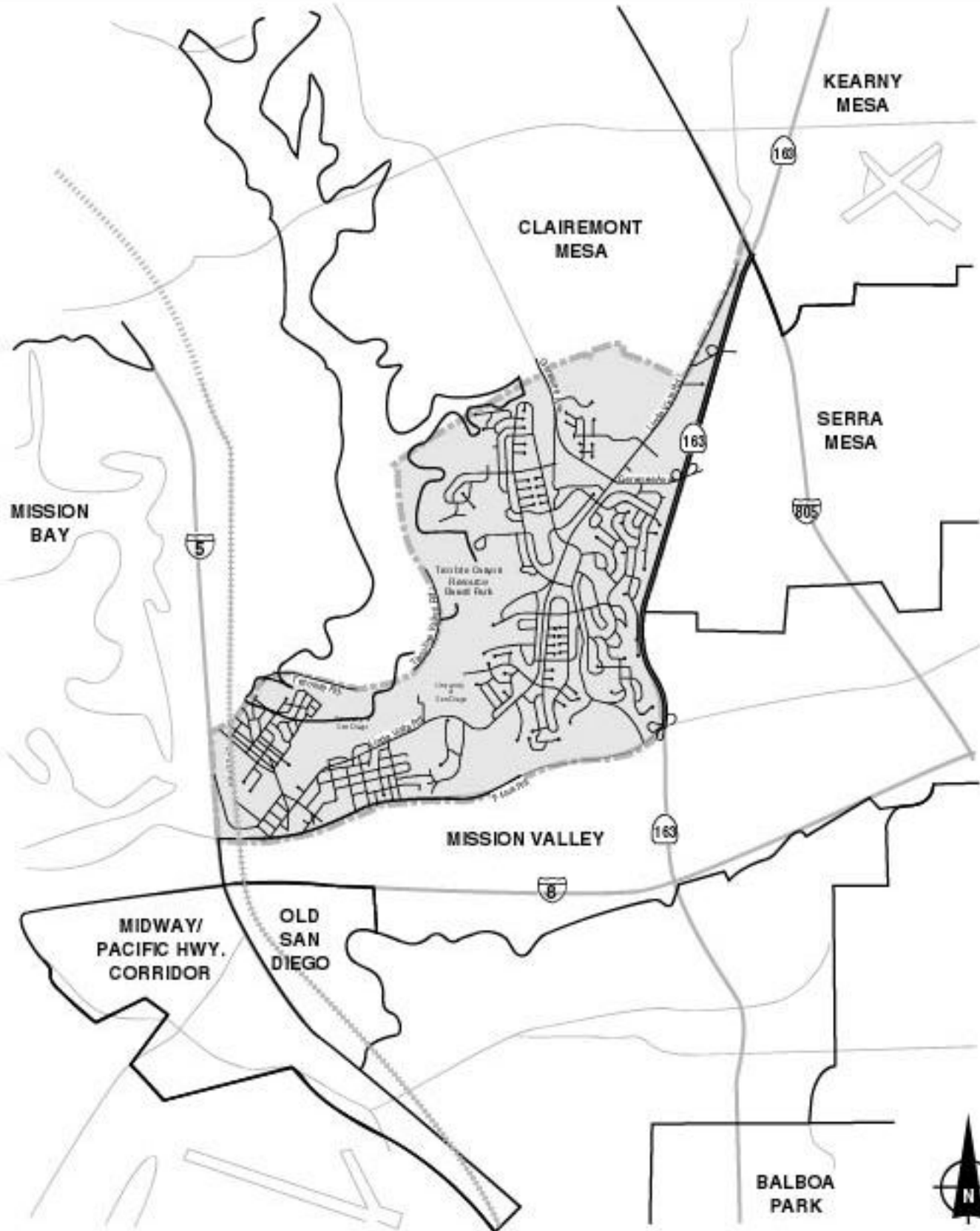


## Location Map

### Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure  
**2**



4-25-08 JAA  
LV1: surr. comm.



## Surrounding Communities

Linda Vista Community Planning Area

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Figure

**3**

## **DEVELOPMENT AND PLANNING HISTORY**

Housing development in Linda Vista began with the Silver Terrace subdivision in the late 1880s. Development continued at a moderate pace through the first four decades of the 1900s. However, the community's greatest growth spurt occurred between 1941 and 1945. During World War II, the entire region faced an unexpected defense boom that resulted in an enormous influx of residents to staff the burgeoning defense industry. Housing shortages became so acute that factory officials reported an inability to recruit sufficient labor. As a result, the federal government began to build housing in San Diego, the largest of which was in Linda Vista. Three thousand dwelling units were built over a period of one year using mass production techniques.

Planned features of the new community included view lots, infrastructure, and landscaping. However, problems were encountered with the water and sewer systems being inadequate citywide, and a shortage of funding for completion of the landscaping, schools, library, and commercial uses. Overcrowded conditions were a problem from the start.

The Linda Vista Shopping Center was dedicated in 1942 by Eleanor Roosevelt as the nation's first shopping center. Extensive redevelopment of the center was conducted during the 1970s.

Still apparent are the numerous pathways and alleyways leading from surrounding residential neighborhoods to Linda Vista Plaza. Some of the pathways are still in use, while others have been built upon or removed.

The University of San Diego (USD) has been a landmark of the community since its construction in the 1950s. USD is a private university with an enrollment of approximately 6,000 students. Multiple family development accelerated in the 1960s through 1980s in areas adjacent to USD, along Friars Road, and in areas overlooking Tecolote Canyon.

The late 1970s and 1980s brought an influx of Indochinese immigrants into Linda Vista. The immigrants include Vietnamese, Laotian, Hmong, and Cambodian people. Linda Vista remains an ethnically diverse community, with a population (as of 1990) that is 62 percent white, 22 percent Asian, 18 percent Hispanic, and 6 percent black.

The first community plan prepared for Linda Vista was the Morena area plan, covering about 380 acres. Linda Vista was included in the 1970 Kearny Vista Community Plan. Successes of the plan included the acquisition of Tecolote Canyon for open space, a housing improvement program, and the formation of a redevelopment project area for Linda Vista Plaza. The redevelopment area remains in effect today.

The first comprehensive plan for the enlarged community was the 1983 Linda Vista Community Plan. This plan calls for the intensification of land uses along Friars Road and near Linda Vista Plaza, the University of San Diego, and the Morena industrial area. Many of the rezonings recommended to implement that plan were not adopted.

A series of amendments to the Linda Vista Community Plan have been approved by the City Council since the plan's adoption. One amendment requires development along Friars Road to



## Coastal Zone Boundaries

### Linda Vista Community Planning Area

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Figure

4

compete with development in Mission Valley for development allotments based on vehicle trips. In other amendments, residential densities were lowered in some (predominantly single-family) areas. Additionally, ordinances were enacted limiting the issuance of building permits and requiring discretionary permits for multifamily projects until the Linda Vista Plan Update is complete.

Many of the residential structures in Linda Vista today date back to the boom period of the 1940s. The street system, particularly in central Linda Vista, remains much the same as it was 50 years ago. Housing types in this area include small single-family homes on small lots, duplexes, triplexes, and small apartment buildings in the garden apartment style.